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## **LVBCN Names Dr. Jeffrey Burtaine Physician Advisor**

**Bethlehem, PA (June 1, 2017)** The *Lehigh Valley Business Coalition on Healthcare (LVBCN)* recently appointed **Jeffrey Burtaine, MD**, as its new **Executive Physician Consultant**. Dr. Burtaine, who previously served on LVBCN's Quality Initiatives Committee, will advise the Coalition on issues and concerns important to member employers.

"The healthcare system is increasingly complex and constantly changing," says LVBCN President Tom Croyle. "Dr. Burtaine not only possesses medical knowledge, but also has extensive experience with LVBCN, employers and the community. He will help LVBCN interpret healthcare trends and identify gaps in care to improve the health of our members' employees and their families."

Dr. Burtaine will provide input on key issues such as health care cost containment, quality, patient safety, data analytics and new care delivery and reimbursement models.

"Having lived and worked in the Lehigh Valley for decades, I am well aware of the challenges facing employers in our community," says Dr. Burtaine. "I am eager to work with the Coalition on initiatives that will help employers better manage their costs and improve employee health."

Most recently, Dr. Burtaine was employed by Highmark as Medical Director in Clinical Relations. His duties focused on working with businesses to ensure their clinical interventions were customized to help manage the health and productivity of their employees. Prior to joining Highmark in 2009, he served as Mack/Volvo Trucks' national and co-global medical director for 15 years. Under his leadership, the Mack/Volvo Trucks' health promotion program received the National Business Group on Health's highest award, the Platinum Award. Earlier in his career, Dr. Burtaine held positions at Lehigh Valley Hospital and Air Products and Chemicals.

Dr. Burtaine is board certified in Occupational Medicine and began his career as a family doctor in Allentown, PA. He earned his bachelor's degree from the Johns Hopkins University and his medical degree at the College of Medicine and Dentistry, New Jersey. He completed his post-graduate work at Lehigh Valley Hospital.

PHOTO: [http://www.lvbcn.com/upload/file/Headshot\\_Burtaine\\_MD\\_Jeff.jpg](http://www.lvbcn.com/upload/file/Headshot_Burtaine_MD_Jeff.jpg)

### **About LVBCN**

LVBCN is a multi-state, not-profit, coalition of employers striving to provide access to quality affordable healthcare for their employees. The Coalition's mission is to improve the delivery, cost and quality of health care in our communities through: Collective employer action; quality and data initiatives; value based purchasing; and, providing forums for the exchange of information, ideas and resources. The Coalition is also a member of the National Alliance of Healthcare Purchaser Coalitions, the National Quality Forum and The Leapfrog Group. For more information, visit [www.LVBCN.com](http://www.LVBCN.com).